

N. Y. C. MOVES TO KNIT INDUSTRIAL RAILROADS HERE

What is regarded as the most important move toward the industrialization of the city, as told in the following story, is the New York Central railroad's move to the city to acquire the Chicago and North Western properties of the Chicago and North Western railroad and to merge them with the railroad properties of the Union Pacific and Great Northern companies and with the Chicago and North Western railroad.

The move is the result of the fact that the New York Central will have to build a new line to the city to acquire the Chicago and North Western properties of the Chicago and North Western railroad and to merge them with the railroad properties of the Union Pacific and Great Northern companies and with the Chicago and North Western railroad.

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CAMPBELL SOUP CONCERN LOCATES HERE

(Continued from Page One)

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When the real estate man has a right to stretch a point on certain occasions and this was an exception to the rule. The conference lasted three hours. At the conclusion, President Durrance said, "I am sorry but we have decided to locate in Indianapolis. The rule has been set and our purchasing committee is going there next week to negotiate the transaction."

THINKING IT OVER.
On their way west they will visit Hammond but we have about made up our minds," Hastings told them their next week would be too late, that at the present time, he had an offer on the plant and that it was not quite the amount asked for the property. President Durrance said, "Well, this is the way we have come a thousand miles. We are here and we are here."

an appointment is entitled to some consideration and we will think it over." The result was that the next morning J. E. McGowan, Asst. Gen. Manager and the company's agricultural and Mr. W. B. Hall accompanied Hastings back to Hammond. They were shown through Hammond's industrial, residential and agricultural districts and visited their reports to the home office. Two days later, President Durrance and Gen. Supt. H. C. Froge came to Hammond and after an inspection of the plant it was decided to close the deal.

There are 15 buildings and approximately 16 acres of land included in the sale. The railroad facilities offered by the Indiana Harbor Belt, the C. & E. and the B. & O. C. & P., the Pennsylvania and Monon are considered the finest on any industrial site of this district.

GREAT ADVERTISING CONCERN.

The Joseph Campbell Soup Company is one of the largest advertising concerns in the United States. It is said that they spend more than \$1,000,000 a year in advertising the two products they manufacture, "Campbell's Soup" and "Campbell's Pork and Beans." Their ads appear weekly in the Saturday Evening Post, The Literary Digest, Good Housekeeping and other periodicals. It is to be hoped that the slogan "MADE IN HAMMOND, INDIANA, U. S. A." will appear on their advertisements, so that Hammond's name will be known the world over.

Their plans call for using the present buildings until such a time when construction costs adjust themselves and they then will construct a set of six-story concrete and steel buildings along the entire Hoffman street and a large avenue frontage. The present buildings contain 256,990 square feet of space and the new group will contain 500,000 more. The construction was started for this amount by the Chicago Title & Trust Company in 1915. This plant will be the largest in the city. The plant will be the largest in the city. The plant will be the largest in the city.

A BIT OF EARLY HISTORY.

A great deal of Hammond's early industrial history is found around the present site of the Reid, Murdock plant. It originally was the home of the Chicago and North Western railroad. One of the principal owners of this company was Gen. Torrance, who had built the Nickel Plate Railroad. In Hammond's glimmering days, the Nickel Plate company failed and the plant was closed for many years. Finally, the news came to the ears of A. M. Turner and P. W. Meyn, that Reid, Murdock & Company, of Chicago, were on the market for a site and they started them in Chicago. In three days, it was a foregone conclusion that every new prospect for an industrial site in Hammond was going to be a bonus. Their demands included free water, a cash bonus and whatever else free they could get.

The legal details were handled by Judge Lippincott of Philadelphia and C. B. Tinkham of Hammond for the Campbell Company and by Walter Wilson, Jr., of Chicago, for Reid, Murdock & Company.

HEALTHFUL STATUS IN RE-CREATION

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Just ended is a cause for gratification. Banking credit was extended to meet the needs as they developed.

BANKS MAINTAIN STRENGTH.

Formerly such sweeping industrial changes as were witnessed in 1921 culminated in acute financial distresses followed by prolonged business depression. In this instance, the banks, largely due to elasticity of

credit provided by the federal reserve system and to their foresight in accumulating ample reserves, have maintained their essential strength and capacity for service.

"By the combination of clear thinking, hard working and courageous action, I believe that greater rewards will come to this nation, and that in response to the combined call of duty and opportunity, service and profit, which the situation offers, there will follow constantly expanding powers of service which should mark the goal of every progressive people."

DEPRESSION WORLD-WIDE.

"The first thing to understand about this depression," said George E. Norris, vice president of the National City Bank, "is that it is not confined to the U. S. or to the products of this country. It is world-wide and is an effect of disruption of industry and trade by the war. We have a country of wonderful resources and are in a better position to stand it than most other countries."

"Other people cannot buy of us until they are producing goods they can trade to us. And just as the world is interdependent in trade, so are we at home interdependent in our various occupations. The farmer has been hard hit by the decline in prices of his products and his loss of purchasing power affects all the industries. The department of agriculture estimated the value of our farm products for 1919 at nearly \$25,000,000,000—about a third of all the wealth that was produced in this country that year. The value of 1920 farm products probably was less by one-fourth or one-third."

OUR RESOURCES BOUNDLESS.

"Industry, like world trade, cannot prosper unless it is in balance. The various classes of producers must receive compensation upon approximately a stable and uniform basis, or there cannot be a free circulation and exchange of products. If farm products are to stay down prices and wages in the other industries will have to come down also, or there will be a great amount of unemployment. The industries cannot run full time unless the goods can be sold. Therefore employers, wage earners and merchants should co-operate to reduce the prices of other goods to correspond with the fall in farm products. If all wages and prices come down together nobody will be worse off. This is to be the secret of getting industry started again."

"We have a country of boundless resources and there is plenty of work to be done and it will go ahead as soon as the natural balance between the industries is restored."

FACE IT WITH CONFIDENCE.

The business year 1921 can be faced with confidence, according to L. G. Kauffman, president of the Chatham and Phoenix National Bank, which has 26,000 accounts of firms doing business throughout the country, because American firms have had the foresight to defray.

"Manufacturers, wholesalers and jobbers are past the peak of liquidation," he said. "Their speed in getting back to a pre-war basis has been amazing. But I am not so sure all the retailers have been so prompt to give the buying public the advantages of manufacturers and wholesalers cuts."

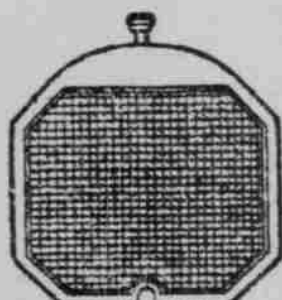
Mr. Kauffman said he believed that before 1921 is half gone the whole country would witness a revival of business along normal lines.

James S. Alexander, president of the National Bank of Commerce, believes that with credit revolving faster and frozen credits being thawed out, there is no reason to be gloomy about 1921. The past year's difficulties he attributed to the volume of non-self liquidating government paper held by banks, the national transportation breakdown which tied up goods, the speculation in commodities and the buyers strike. All lines have not become liquidated, he stated, because consumer buying has become slow and unless this becomes more active, production will be sub-normal. All of these conditions which hampered 1920 business, may be expected to disappear during 1921, Mr. Alexander held.

Don't forget the Big Mask Ball New Year's Eve, Dec. 31st, K. & L. of S. Hall over Lion Store. Dance the old year out and new year in. 12-29-3

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Happy New Year

A MEASURE of success, accomplished in spite of handicaps, marks the building industry's 1920 record. Patience endured disappointments; resourcefulness overcame obstacles; co-operation achieved what otherwise would have been impossible.

We enter the New Year with increased appreciation of the needs of the building public and with a determination to demonstrate our responsibility with service.

The First Great
Merchandising Event
of the New Year
will be the

DOLLAR DAY

to be given on
TUESDAY, JANUARY 4th

By the Three Big
Hammond Stores:

E. C. MINAS CO.
THE LION STORE
WHITEZEL & REES

The Home Building Loan and Savings Association

(OFFICE WITH CITIZENS NATIONAL BANK)

Capital \$3,000,000.00

HAMMOND, INDIANA.
DECEMBER, 31, 1920.

TO OUR SHAREHOLDERS:

With pleasure we give you a synopsis of the regular annual statement, which will be ready early next month, showing your Association to be in a growing and healthy condition. Compared with 1918, when we had 18,265 shares in force, which grew to 20,005 in 1919, while today we have 26,042 shares in force.

In 1918 We Made \$140,894.00 in Loans
In 1919 We Made \$223,524.00 in Loans
In 1920 We Made \$556,572.00 in Loans

In 1918 we owned \$26,770.00 in real estate, which we were forced to acquire. Today we do not own any, and have not a bad loan on our books.

The year 1920 was the most prosperous year your Association ever had, as the following figures show: Our expenses in 1918 (that is, office expense, interest on borrowed money, etc., less the money taken in for fees, fines and transfer fees) was \$6,372.03. The same thing in 1919 was reduced to \$5,916.30; and this year our expenses from above items were only \$431.95.

There is a great demand for money, and we have quite a number of applications for loans. A new series is just being opened and we would like to make this our banner year. May we have your help to make the "Home" the biggest Building Loan Association in Northern Indiana? You can safely assure your friends that there is no safer an institution anywhere.

Compliments of the season,

M. ROTHSCHILD,
President.

J. E. WOLF,
Secretary.

DIRECTORS: Walter Bielefeld, Wm. J. Friedhof, Wm. Kleihege,
O. A. Krinbill, Albert Morris, John L. Rohde, M. Rothschild,
J. K. Stinson, and John E. Wolf; John W. Morthland, Attorney.